



CITY COUNCIL

AGENDA REQUEST

AGENDA OF:	10-19-10	AGENDA REQUEST NO:	XI-A
INITIATED BY:	ANNE GAINES	RESPONSIBLE DEPARTMENT:	AVIATION
PRESENTED BY:	PHILLIP W. SAVKO DIRECTOR OF AVIATION	DEPARTMENT HEAD:	PHILLIP W. SAVKO <i>PHW</i> DIRECTOR OF AVIATION
	JAYME CHALKLEY, MMI	ADDITIONAL DEPARTMENT HEAD (S):	N/A
SUBJECT / PROCEEDING:	FBO BRANDING		
EXHIBITS:	N/A		
CLEARANCES		APPROVAL	
LEGAL:	N/A	EXECUTIVE DIRECTOR:	N/A
PURCHASING:	N/A	ASST. CITY MANAGER:	STEVE GRIFFITH <i>SMG</i>
BUDGET:	N/A	CITY MANAGER:	ALLEN BOGARD <i>AB</i> FOR AB
BUDGET			
EXPENDITURE REQUIRED: \$		0	
CURRENT BUDGET: \$		0	
ADDITIONAL FUNDING: \$		0	
RECOMMENDED ACTION			
Review and discuss new FBO Brand.			

EXECUTIVE SUMMARY

The Sugar Land Regional Airport has experienced great success over the last dozen years, culminating with being named #1 FBO in the Americas two years running by Aviation International News ® (2009, 2010). However, we have determined that there is confusion in the market about our services, and that this confusion is hindering the potential growth of the enterprise. This information was ascertained through customer research and informal focus groups. We see an opportunity to grow the business enterprise and impact local economic development through expanded exposure to the key target market.

In the General Aviation industry, the perception is that “municipal” airports are below standard. Because of this, the association between the FBO and the municipal branding has caused our brand perception to be devalued. In order to create a solid “Premier” brand that appeals to the high level corporate market, we are proposing a name change for the FBO. City Council approved a contract with Marion Montgomery, Inc. on September 22, 2009 to investigate branding the FBO and propose a plan of action.

The following goals were established:

- To Support the Economic Development Council in Sugar Land through the Increase of Corporate Travel Traffic through Sugar Land Regional Airport
- To Build Brand Awareness for the FBO with key target markets and increase Utilization of FBO services - generating larger exposure for corporate prospects for the City of Sugar Land Economic Development Efforts

The following markets were identified:

- Primary - FBO Services
 - Transient General Aviation (Corporate and Private)
 - International Flight Departments
 - Charters
 - Fractional Operators
 - Customers Doing Business in Sugar Land/ Houston
 - Local Non-Based General Aviation and Based Tenants (Corporate and Private)
- Secondary
 - Media: Business, Aviation, General Consumer Interest
 - Influencers: Other Companies Appealing to same Target Market (Corporate Jet Sales, for example)

The following key messages were identified:

- Location: Convenience, Proximity to Houston
- Expediency in Service: No Delays
- Customer Experience: Catering, Rental Cars

Marion Montgomery, Inc. has met with Airport, Economic Development and Communications staff and has developed a brand for the FBO. Marion Montgomery and Airport staff made a presentation to the Economic Development Committee on July 27, 2010. Staff plans to unveil the new brand at the National Business Aviation Association conference in Atlanta, GA in October.

Marion Montgomery and Airport staff will be explaining the process and unveiling the brand at this workshop.

EXHIBITS

N/A